

## WHAT IS CLAIMED IS:

## 1. A prize awarding method comprising:

detecting access from a user via a network to a predetermined page;

initiating a prize awarding process providing amusement when the access is detected; and

allowing the user win a prize at the end of the process based on a certain probability;

wherein the process is carried out at a moderate speed so that the user can understand progress of the process and wherein the process is completed before the user gains access to arbitrary information residing inside or outside the page.

2. The method of claim 1, wherein the process is carried out at the moderate speed by decreasing CPU performance.

## 3. A prize awarding method comprising:

detecting access from a user via a network to a predetermined page;

initiating a prize awarding process providing amusement when the access is detected;

allowing the user to win a prize at the end of the process based on a certain probability; and

manipulating the probability based on frequency of

access by the user.

4. The method of claim 3, wherein the probability is decreased when the frequency of user access is unacceptably high over a relatively short period of time.

5. The method of claim 3, wherein scheme of the manipulation is indicated to the user.

6. The method of claim 3, wherein the frequency is determined using multi-resolutional analysis and wherein the probability is adjusted according to the evaluation.

7. The method of claim 6, wherein the multi-resolutional analysis is conducted by determining the frequency in a plurality of different time spans.

8. The method of claim 1, wherein the process is executed and representation of a sponsor of the prize is built into the process and displayed on the user's information terminal.

9. The method of claim 3, wherein the process is executed and representation of a sponsor of the prize is built into the process and displayed on the user's information terminal.

10. The method of claim 1, wherein the network is the Internet and wherein the page is a page viewed on a WWW browser.

11. The method of claim 3, wherein the network is the Internet and wherein the page is a page viewed on a WWW browser.

12. The method of claim 1, wherein the process includes running a virtual slot machine and offering a prize for a rare combination of figures.

13. The method of claim 3, wherein the process includes running a virtual slot machine and offering a prize for a rare combination of figures.

14. The method of claim 1, wherein the user's access to arbitrary information is locked until the process is completed.

15. A prize awarding apparatus comprising:

a detector which detects access from a user via a network to a predetermined page;

a process storage which stores a prize awarding process providing amusement to the user:

a process initiator which initiates the process when the access is detected: and

a prize manager which allows the user to win the prize at the end of the process based on a certain probability;

wherein the process is carried out at a moderate speed so that the user can understand progress of the process and wherein the process is completed before the user gains access to arbitrary information residing inside or outside the page.

16. The apparatus of claim 15, wherein the process is executed and representation of a sponsor of the prize is built into the process and displayed on the user's information terminal.

17. The apparatus of claim 15, wherein the user's access to arbitrary information is locked until the process is completed.

18. A prize awarding apparatus comprising:

a detector which detects access from a user via a network to a predetermined page;

a process storage which stores a prize awarding process providing amusement to the user:

a process initiator which initiates the process when

the access is detected:

a prize manager which allows the user to win the prize at the end of the process based on a certain probability; and

a probability adjusting unit which manipulates the probability based on frequency of access by the user.

19. The apparatus of claim 18, wherein the process is executed and representation of a sponsor of the prize is built into the process and displayed on the user's information terminal.